zoominfo

Enrich Essential vs. Enrich Premium

Find the right product for your company's enrichment strategy. Learn about the differences between Enrich Premium vs Enrich Essential.

Compare & Contrast

	Enrich Essential	Enrich Premium
Customizable Data Enrichment		
Enrich Company, Contacts & Leads from ZoomInfo Enrich the data living in your CRM and Marketing Automation platforms.	✓	✓
On-Demand and Scheduled Jobs Run instant and scheduled data enrichments tasks at a frequency of your choice.	✓	✓
Enrich Account Intent and Scoops Fill in the gaps for your intent and favorable opportunity data on the account level.	✓	✓
Custom Match Input Parameters Select which input parameters to use as the matching criteria for the contacts you want to enrich.	✓	✓
Increase Database Health		
Enrich Health Scan Uncover how many incomplete records your database has.	✓	✓
Custom Filters Apply filters at the account level to specify which data you want to be enriched.	✓	✓
Notifications & Alerts Get automated alerts when an enrichment job is complete.	✓	✓
Multi-Vendor Enrichment		
Connect to Any Data Source Bring your own data source or use Zoominfo's marketplace to easily discover, review, and acquire data from leading industry data vendors.	✗	✓
Out-of-the-box Integrations with 60 Data Providers Pre-built integrations with over 60 data providers allow companies to integrate with third-party data sources in minutes, not days (or weeks).	✗	✓
Multi-Vendor Enrich Recipe Selection On a field and API level, assign data sources as primary, secondary, and tertiary. Create conditional rules to determine which sources are called on across multiple scenarios.	✗	✓
Data Cleanse & Orchestration		
Advanced Transformations & Reformatting Without code, easily standardize data to your companies unique taxonomy and transform data so that its modeled to ensure automation and analytics systems can maximize its impact on your business	✗	✓
Segmentation Automatically segment enriched data into different buyer personas, audience segments, territories and more to enable easy territory planning & assignment.	✗	✓
Standardization Normalize data values to a standard taxonomy (i.e. New York = NY) to ensure the format of incoming data complies with your routing and external systems.	✗	✓
Deduplication Find & merge duplicates across your systems with flexible matching & merging customization. Dedupe any standard or custom object in batch and real-time.	✗	✓
Automated Data Onboarding Free up time spent tediously migrating data, preparing spreadsheets, updating data fields, and aligning record ownership through automation.	✗	✓
Advanced Data Actions		
Enrich Fill Rate Track the rate at which the enrichment process has been completed on a field basis.	✗	✓
Lead to Account Matching Automatically connect leads to accounts in real-time and by batch to make account based marketing possible.	✗	✓
Intent Cluster Scoring Models Orchestrate hundreds of 3rd party intent data points into cluster scores visible on the account objects.	✗	✓

Hear from Enrich Customers

After leveraging Enrich Essential, Access Development saw a 40% increase in lead conversions.

"With ZoomInfo Enrich, we had a good experience from the start. We're finding more success with our email blasts thanks to ZoomInfo's accurate contact information and their ability to enhance the database."

Taylor Hatchell
Salesforce Admin Manager

access

With Enrich Premium, Openspace increased their speed-to-lead and sales conversion rates by consolidating multiple lead processing steps & API calls into a single trigger and solution.

"My favorite thing about Enrich Premium is that we can integrate with any data provider in a matter of minutes as opposed to having to spend days or weeks building out the integration. Also, it consolidates multiple tools and processing steps into one, by not just enriching data, but deduping, segmenting, standardizing, and matching to an account before it enters our system."

Luis David Real
Revenue Operations Manager

OPENSPACE

About ZoomInfo

ZoomInfo (NASDAQ: ZI) is a leader in modern go-to-market software, data, and intelligence for more than 20,000 companies worldwide. The ZoomInfo platform empowers business-to-business sales, marketing, and recruiting professionals to hit their number by pairing best-in-class technology with unrivaled data coverage, accuracy, and depth of company and contact information. With integrations embedded into workflows and technology stacks, including the leading CRM, Sales Engagement, Marketing Automation, and Talent Management applications, ZoomInfo drives more predictable, accelerated, and sustainable growth for its customers. ZoomInfo emphasizes GDPR and CCPA compliance. In addition to creating the industry's first proactive notice program, the company is a registered data broker with the states of California and Vermont. Read about ZoomInfo's commitment to compliance, privacy, and security For more information about our leading go-to-market software, data, and intelligence, and how they help sales, marketing, and recruiting professionals, please visit www.zoominfo.com.